

Message Text

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ACTION AF-06

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FM AMEMBASSY MANILA

TO AMEMBASSY ABIDJAN

INFO SECSTATE WASHDC 6051

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E.O. 11652: N/A

TAGS: EPAP, EIND, IV, RP

SUBJECT: IVORY COAST COCONUT MISSION TO PHILIPPINES

REF: ABIDJAN 6019

1. PHILIPPINE COCONUT INDUSTRY IS LARGE AND DIVERSE. AMERICAN FIRMS ARE DOMINANT IN ONLY A SINGLE SPECIALIZED FIELD, DESSICATED COCONUT. ONLY OTHER U.S. CONCENTRATION IS IN COPRA EXPORT, WHTER U.S. FIRM IS ONE OF TWO PRIMARY EXPORTERS.

2. INADVERTENTLY OR OTHERWISE, IVORY COAST IN ASKING FOR HELP IN SETTING UP VISIT WITH FRANKLIN BAKER COMPANY AND SUN-RIPE COCONUT PRODUCTS HAS FOCUSED ON THAT PART OF INDUSTRY, I.E. DESSICATED WHICH IS MOST CLOSE-MOUTHED IN GUARDING ITS PROPRIETARY INFORMATION. DESSICATORS DO NOT REVEAL THEIR PROCESS INFORMATION EVEN TO EACH OTHER AND HAVE STATED TO EMBASSY THEY WILL CERTAINLY NOT DO SO FOR AN OUTSIDE COMPETITOR SUCH AS IVOR COAST.

3. MR. CHUA OF SUN-RIPE HAS INFORMED EMBASSY THAT HE IS ALREADY AWARE OF OVORY COAST REQUEST THROUGH ONE OF HIS CUSTOMERS IN ROTTERDAM. HE STATED THAT HE MAY, RELUC- TANTLY, CONSENT TO A VISIT BECAUSE OF THE ROTTERDAM BUYER'S REQUEST, BUT HE ASKED THAT THE EMBASSY STAY OUT OF IT.

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MR. WATSON OF FRANKLIN BAKER IS UNWILLING TO RECEIVE THE

GROUP FOR A PLANT VISIT.

4. FILIPINOS ARE HOSPITABLE PEOPLE, AND EMBASSY HAS CONTACTED UNITED COCONUT ASSOCIATION OF THE PHILIPPINES (UCAP) TO DETERMINE RECEPTIVITY OF OTHER BRANCHES OF INDUSTRY TO A VISIT. UCAP IS AN UMBRELLA ORGANIZATION WHOSE MEMBERSHIP INCLUDES ASSOCIATIONS FOR EACH OF COCONUT-BASED INDUSTRIES OF PHILIPPINES. UCAP SECRETARIAT HAS CANVASSED MEMBERSHIP AND INDICATED IT COULD ARRANGE VISIT TO COIR PLANT, A SEED PLANT, A COCONUT PLANTATION, AND AN OIL MILL. UCAP WILL GIVE AN OFFICE BRIEFING AND HANDOUTS, AND PERHAPS SHOW A TRAINING FILM, ON DESSICATED.

5. PHILIPPINE INDUSTRY IS ACUTELY AWARE OF POTENTIAL THREAT TO ITS EUROPEAN MARKETS POSED BY IVORY COAST. IVORY COAST VISITORS, SHOULD, THEREFORE, NOT EXPECT TO ACQUIRE ANY PROPRIETARY INFORMATION FROM A PHILIPPINE VISIT. EMBASSY HAS BEEN INFORMED BY DESSICATOR THAT OIL MILLERS ARE PROBABLY JUST ABOUT AS PROTECTIVE OF THEIR PROCESSES AS DESSICATORS. COCNUT GROWING AND COPRA PRODUCTION IS QUITE OPEN, ALTHOUGH PHILIPPINE PLANTATION OWNER CONTACTED BY EMBASSY HAS VISITED IVORY COAST AND BELIEVES THEM MORE ADVANCED, AT LEAST IN SPECIES DEVELOPMENT, THAN PHILIPPINES. COIR PRODUCTION IS PROBABLY ALSO FAIRLY NON-SECRETIVE.

6. SINCE FILIPINOS ARE GRACIOUS HOSTS, IVORY COAST VISITORS WILL BE APPROPRIATELY RECEIVED. HOWEVER, THIS IS NOT SITUATION IN WHICH U.S. ROLE AS MIDDLEMAN IS A COMFORTABLE ONE, AND EMBASSY RECOMMENDS THAT IVORY COAST MAKE DIRECT CONTACT WITH MR. LEONARDO F. IGNACIO, JR., OFFICER-IN-CHARGE, UNITED COCONUT ASSOCIATION OF THE PHILIPPINES, 941 JOSEFA LLANES ESCODA, MANILA, CABLE "INICOCAP".
SULLIVAN

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